



China Smart: What Your Business Should Know

Maryland/Greater D.C.
September 18, 2007
9:30 a.m. – 4:30 p.m.

Sheraton College Park Hotel
4095 Powder Mill Road
Beltsville, MD 20705
301.937.4422

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| 9:30 – 10:00 am | Registration and Continental Breakfast |
| 10:00- 10:30 am | Welcome
<i>Victor Notaro, Senior Vice President, PNC</i>

<i>Stephen Anderson, Commercial Officer, U.S. Export Assistance Center, Baltimore</i> |
| 10:30 – 11:45 am | China's Commercial Landscape, Current and Emerging Issues
<i>Barry Friedman, Minister Counselor for Commercial Affairs</i>
<i>U.S. Embassy, Beijing, China</i>
<i>U.S. Commercial Service, U.S. Department of Commerce</i> |
| 12:00 - 1:15 pm | Lunch Program

Realities of the Chinese Market: A View from Ground Level
<i>James Zimmerman, Chairman, American Chamber of Commerce, PRC</i>
<i>Partner, Chief Representative in Beijing, Squire, Sanders & Dempsey L.L.P.</i> |



1:15 – 3:00 pm

Assessing and Managing Risk and Opportunity in the Chinese Market

Panel Moderator: *George Hoffman, Vice President, International Product, PNC*

Keys to Successful Banking Practices: Trade & Risk Management
Eugene Lightner, Director, Foreign Exchange, PNC

- How to make sure you get paid
- Understanding local payment and cash management systems
- Hedging currency risk

Getting Your Products to Market: Logistics & Supply Chain Considerations
Kathy Martin, International Sales Executive, FedEx

- Shipping considerations and terms
- Unique customs requirements for China (e.g. wood packaging, CCC mark, other marking)
- Importing samples

Working with a Chinese Partner: How to Find, Evaluate & Motivate
Ann Marie Plubell, Consultant, The Plubell Firm LLC "East-West Business Bridge"

- How to conduct due diligence in a market where information is hard to obtain and hard to confirm
- Working through tough negotiations, common tricks, pitfalls
- Cross cultural communication issues, does yes ever mean yes

Strategic Considerations for Market Entry and IPR Protection
Kevin O'Connell, Attorney, O'Connell & Co.

- Tactical considerations for different types of foreign invested enterprises (rep office, JV, WFOE)
- Preparing your IP plan before entering the market
- How at risk is your product, TM, brand

3:00 – 3:05 p.m.

Closing Remarks for Presentation Sessions
George Hoffman, PNC

Optional Session

3:15 - 4:30 pm

Open Breakout Session with Featured Presenters

- 1) Legal Considerations for Market Entry/IP registration – *Kevin O'Connell*
- 2) Due Diligence and Managing Partners – *Ann Marie Plubell*
- 3) General Export Counseling – *Baltimore Export Assistance Center, U.S. Commercial Service*
- 4) China Financing and FX Hedging – *PNC*
- 5) Logistics/Supply Chain – *FedEx*